

## **AMENDMENTS TO THE CLAIMS:**

Please amend the claims as indicated in the following Listing of Claims.

### **Listing of Claims**

1. **(currently amended)** A software product for marketing ~~an artist~~, the software product comprising:

a computer program operational when executed by a computer processor to direct the computer processor to generate a main navigational window viewable on a computer display and having a plurality of ~~buttons~~ links, the plurality of ~~buttons~~ links including ~~an artists button~~ a marketed entities link and an avenues ~~button~~ link;

wherein the computer program is operational when executed by the computer processor upon activation of the plurality of ~~buttons~~ links to direct the computer processor to generate additional windows viewable on the computer display;

wherein the ~~artists button~~ marketed entities link opens ~~an artists~~ a marketed entities window having data fields for entering and viewing ~~information~~ contact data relating to particular ~~artists~~ marketed entities and the avenues ~~button~~ link opens an avenues window having data fields for entering and viewing ~~information~~ contact data relating to different avenues of marketing;

wherein the plurality of links includes an events link and the events link opens an events window having data fields for entering and viewing contact data relating to particular events;

wherein the avenues window provides access to data fields for entering and viewing contact data relating to radio, retail, media, and venues;

wherein the contact data relating to the particular marketed entities, the different avenues of marketing, and the particular events each includes a name, a postal address, a phone number, and an email address;

wherein the data fields are linked by unique identifiers to form a relational database so that the particular events are linked to the contact data for the particular marketed entities and the contact data for the particular avenues of marketing; and

a computer program storage medium operational to store the computer program.

2. (cancelled)

3. (currently amended) The software product according to claim 1, wherein the avenues window includes a radio ~~button~~ link for opening a radio window having data fields for entering and viewing ~~information~~ contact data relating to a radio station, a retail ~~button~~ link for opening a retail window having data fields for entering and viewing ~~information~~ contact data relating to a retail outlet, a media ~~button~~ link for opening a media window having data fields for entering and viewing ~~information~~ contact data relating to media, and a venue ~~button~~ link for opening a venue window having data fields for entering and viewing ~~information~~ contact data relating to a venue.

4. (currently amended) The software product according to claim 1, wherein the artists marketed entities window provides access to data fields for entering and viewing ~~information~~ data relating to a particular ~~artist~~ marketed entity, members associated with the particular ~~artist~~ marketed entity, and products associated with the particular ~~artist~~ marketed entity.

5. (currently amended) The software product according to claim 4, wherein the ~~artists~~ particular marketed entities includes a particular artist and the marketed entities window provides access to data fields for entering and viewing ~~information~~ data relating to tour dates associated with the particular artist, and an itinerary associated with the particular artist.

6. (currently amended) The software product according to claim 5, wherein the ~~artists~~ marketed entities window provides access to data fields for entering and viewing ~~information~~ data relating to biographical information associated with the particular artist, and ~~association~~ affiliations associated with the particular artist.

7. (currently amended) The software product according to claim 5, wherein the ~~artists~~ marketed entities window provides access to data fields for entering and viewing ~~information~~ data relating to notes associated with the particular artist.

8. **(currently amended)** The software product according to claim 1, wherein the ~~artists~~ marketed entities window includes ~~an artists~~ a marketed entities tab for opening a window layer having data fields for entering and viewing ~~information~~ data relating to a particular ~~artist~~ marketed entity, a members tab for opening a window layer having data fields for entering and viewing ~~information~~ data relating to members associated with the particular ~~artist~~ marketed entity, and a products tab for opening a window layer having data fields for entering and viewing ~~information~~ data relating to products associated with the particular ~~artist~~ marketed entity.

9. **(currently amended)** The software product according to claim 8, wherein the ~~artists~~ particular marketed entity is a particular artist and the ~~marketed entities~~ window provides a tour dates tab for opening a window layer having data fields for entering and viewing ~~information~~ data relating to tour dates associated with the particular artist, and an itinerary tab for opening a window layer having data fields for entering and viewing ~~information~~ data relating to an itinerary associated with the particular artist.

10. **(currently amended)** The software product according to claim 9, wherein the ~~artists~~ marketed entities window provides a biography tab for opening a window layer having data fields for entering and viewing ~~information~~ data relating to a biography associated with the particular artist, and an affiliations tab for opening a window layer having data fields for entering and viewing ~~information~~ data relating to ~~association~~ affiliations associated with the particular artist.

11. **(currently amended)** The software product according to claim 9, wherein the ~~artists~~ marketed entity window provides a notes tab for opening a window layer having data fields for entering and viewing ~~information~~ data relating to notes associated with the particular artist.

12. **(currently amended)** The software product according to claim 1, wherein the particular marketed entities are particular artists and data fields are provided to store submissions of an artist by name and format.

13. **(previously presented)** The software product according to claim 12, wherein the format is one of a plurality of predetermined formats.

14. **(currently amended)** The software product according to claim 12, wherein stored data can be moved between active and archived status and data in archived status can be retrieved by at least one of format, the marketed entities, and the contact data.

15. **(currently amended)** The software product according to claim 1, wherein stored data can be moved between active and archived status and data in archived status can be retrieved by at least one of format, the marketed entities, and the contact data.

16. **(cancelled)**

17. **(currently amended)** The software product according to claim ~~16~~ 1, wherein the events window includes data fields for entering and viewing an event type for each particular event and the event type is one of a plurality of predetermined event types.

18. **(currently amended)** The software product according to claim ~~16~~ 1, wherein the events window categorizes event data according to avenues of marketing including radio, retail, media, and venue.

19. **(currently amended)** The software product according to claim 1, wherein the plurality of ~~buttons~~ links includes a search ~~button~~ link and the search ~~button~~ link opens a search window having data fields for entering and storing ~~information~~ data relating to parameters of a search of stored data and the data fields of the search window are adjusted according to a selected avenue of marketing including radio, retail, media, and venue.

20. **(currently amended)** A software product for marketing an artist, the software product comprising:

a computer program operational when executed by a computer processor to direct the computer processor to generate a main navigational window having a plurality of ~~buttons~~ links, the plurality of ~~buttons~~ links including an artists link, an avenues ~~button~~ link, and an events link;

wherein the computer program is operational when executed by the computer processor upon activation of the avenues ~~button~~ link to direct the computer processor to generate an avenues window on the computer display;

wherein the artists link opens an artists window having data fields for entering and viewing contact data relating to particular artists;

wherein the artists window provides access to data fields for entering and viewing data relating to a particular artist, members associated with the particular artist, and products associated with the particular artist;

wherein the artists window provides access to data fields for entering and viewing data relating to tour dates associated with the particular artist, and an itinerary associated with the particular artist;

wherein the avenues link opens an avenues window having data fields for entering and viewing contact data relating to different avenues of marketing;

wherein the events link opens an events window having data fields for entering and viewing contact data relating to particular events;

wherein the contact data relating to the particular artists, the different avenues of marketing, and the particular events each includes a name, a postal address, a phone number, and an email address;

wherein the data fields are linked by unique identifiers to form a relational database so that the particular events are linked to the contact data for the particular artists and the contact data for the particular avenues of marketing;

wherein the avenues window has data fields for entering and viewing ~~information~~ contact data relating to different avenues of marketing including radio, retail, media, and venues; and

a computer program storage medium operational to store the computer program.